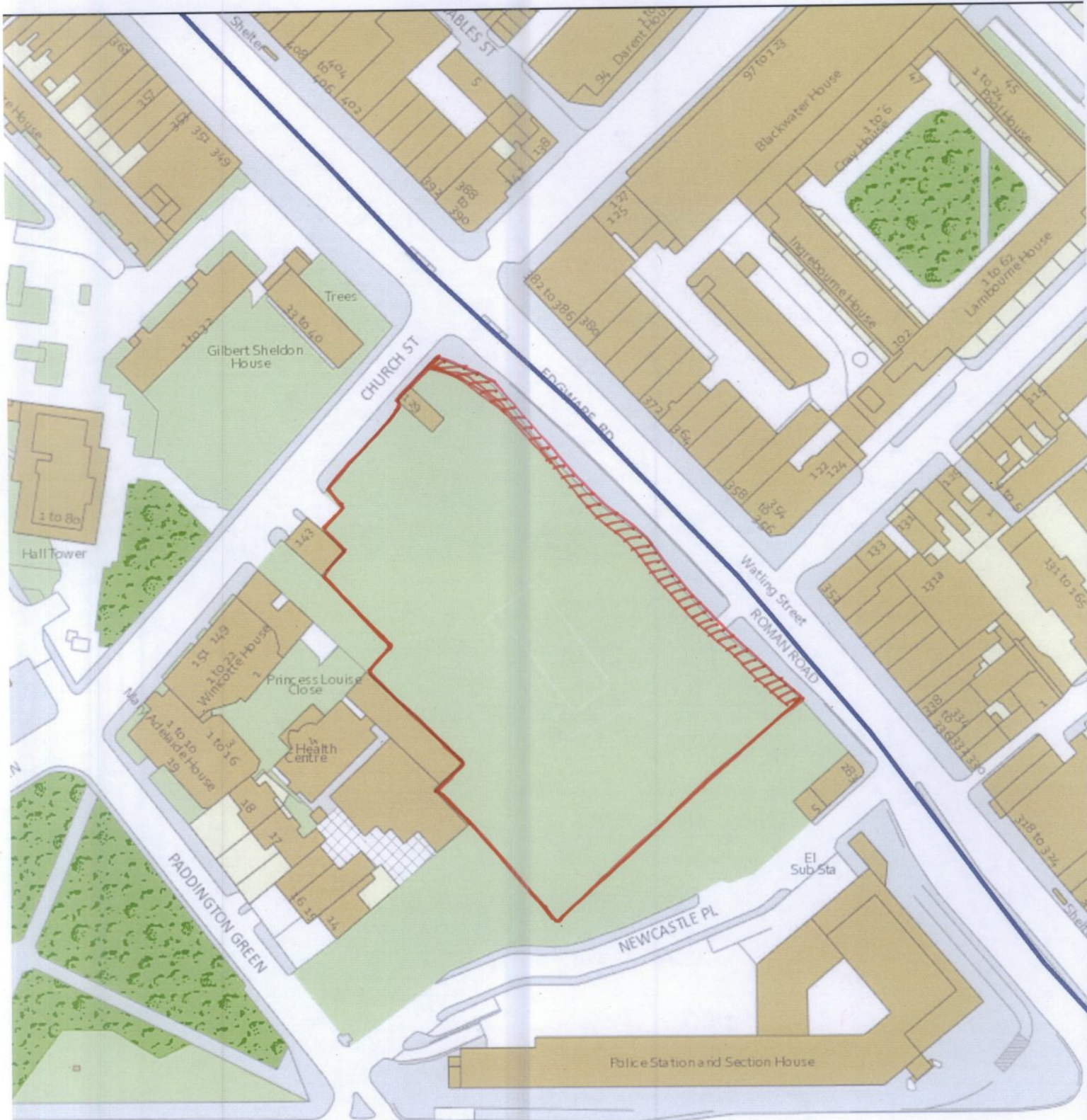


CITY OF WESTMINSTER			
PLANNING APPLICATIONS COMMITTEE	Date 11 August 2015	Classification For General Release	
Report of Director of Planning		Wards involved Little Venice	
Subject of Report	Development Site At 285-329 Edgware Road, London, W2 1DH		
Proposal	Display of two internally illuminated digital LED (96 sheet) (12m x 3m) advertising units and associated mural.		
Agent	Insite Poster Properties		
On behalf of	Insite Poster Properties		
Registered Number	15/03859/ADV	TP / PP No	CA/4912
Date of Application	01.05.2015	Date amended/ completed	01.05.2015
Category of Application	Other		
Historic Building Grade	Unlisted		
Conservation Area	Paddington Green (Part of site)		
Development Plan Context - London Plan July 2011 - Westminster's City Plan: Strategic Policies 2013 - Unitary Development Plan (UDP) January 2007	Outside London Plan Central Activities Zone Outside Central Activities Zone		
Stress Area	Outside Stress Area		
Current Licensing Position	Not Applicable		

1. RECOMMENDATION

Grant conditional advertisement consent.



WIMBORNE ROAD

WIMBORNE ROAD



DEVELOPMENT SITE AT 285-329 EDGWARE ROAD, W2

2. SUMMARY

The application site relates to the West End Green development site on the west side of Edgware Road. Although part of the site lies within the Paddington Green Conservation Area, the part which fronts Edgware Road is not and it is this part which is the subject of this application. The proposal is to replace the existing advertisement panels and dilapidated hoarding with two new LED advertising screens and an associated new hoarding with an image of a street scene on it. The application seeks consent for a temporary 12 month period.

The main issues are:

- The impact on public safety.
- Amenity.

The proposal is considered acceptable and with the suggested conditions would not have an adverse impact on amenity or public safety and would accord with relevant Unitary Development Plan (UDP) and Westminster's City Plan: Strategic Policies and is therefore recommended favourably.

3. CONSULTATIONS

PADDINGTON WATERWAYS AND MAIDA VALE SOCIETY

Object. Concerned that the site has been left undeveloped for 25 years and should not be rewarded with further advertising revenue.

THE ST MARYLEBONE SOCIETY

Object. The site has been a blight for many years and the proposed signage is against current policies.

TRANSPORT FOR LONDON

Subject to a series of suggested conditions being in place, consider the proposal would not result in an unacceptable impact to the Transport for London Road Network.

HIGHWAYS PLANNING MANAGER

No objection, providing suggested conditions are imposed.

ADJOINING OWNERS/OCCUPIERS AND OTHER REPRESENTATIONS

No. Consulted: 102; Total No. of Replies: 0.

No responses received.

ADVERTISEMENT/SITE NOTICE: Yes.

4. BACKGROUND INFORMATION

4.1 The Application Site

The application site relates to the West End Green development site, which is a large redevelopment site which is bounded on the east by Edgware Road, Church Street to the north, Paddington Green to the west and Newcastle Place to the south. Part of the site is located within the Paddington Green Conservation Area and Edgware Road is a Red Route (Transport for London Road Network).

The site has been the subject of redevelopment proposals since the early 1990s and a number of the former buildings on the site have been demolished. The site is enclosed by a hoarding along the Edgware Road frontage (outside the conservation area) and a number of

advertisement consents and refusals associated with these hoardings have been made over the past 25 years.

The site has recently been acquired by a new owner and it is hoped that this will prove the catalyst to developing this site.

4.2 Relevant History

Advertisement Consent Planning History

94/01201/FULL - granted permission

Erection of boundary hoarding and poster advertisement panels at 291-309 and 315-325 Edgware Road and 329 Edgware Road and 149 Church Street.

94/03637/ADFULL - details approved

Approval of details pursuant to planning consent dated 25/04/94 Condition 4: drawing of site hoarding elevations.

97/02937/ADV - granted consent

Continued display of various hoardings at 285-309 and 315-329 Edgware Road.

00/07673/ADV - granted consent

Display of seven externally illuminated advertisement hoardings for a temporary period of one year.

02/00302/ADV - granted consent

Continuation of display of seven externally illuminated advertisement hoardings. Dated 25 February 2002.

07/02354/ADV - granted consent

Display of 2 x internally illuminated advertisement hoarding structures measuring 12.3m (width) by 3.3m (height) and 2 x internally illuminated advertisement hoarding structures measuring 18.3m (width) by 4.8m (height) along the Edgware Road boundary of site. Dated 1 May 2007.

09/00010/ADV - refused consent

Display of two internally illuminated advertisement panels on hoardings at Nos. 285 - 289 Edgware Road W2. Dated 17 February, 2009. Appeal Dismissed 9 October 2009.

09/02004/ADV - refused consent

Display of internally illuminated advertisement sign measuring 7.5m x 5m sited 4.5m above ground level. Resolved to refuse but appeal made on grounds of non-determination. Appeal dismissed 9 October 2009.

14/12262/ADV – refused consent (Allowed on appeal)

Display of 2 no. internally illuminated LED screens measuring 3m (H) x 12m (W) x 0.3m (D) on a hoarding for a period of 5 years. Appeal allowed 20 July 2015

Development Site Planning History

10 October 2005 - Permission and conservation area consent granted by the Secretary of State on appeal for a mixed redevelopment site known as Option A (307 residential units, a retail supermarket and 156 holiday lets, including a 22 storey tower). These decisions were subject to a legal challenge by Sainsbury's Supermarkets and the former owner of 283 Edgware Road. The Court of Appeal in December 2007 upheld the 2005 appeal decision.

The applicant has sought to address some of the pre-commencement conditions attached to the 2005 appeal decision but no works has started on site at present and no submissions in relation to conditions have been received since 2011. The main vacant site is currently used as a temporary car park and a car wash facility.

Option B for a taller 26 storey building (326 flats) was dismissed at appeal in October 2005.

5. THE PROPOSAL

This application seeks consent to replace the current five advertisement panels and hoarding with a replacement hoarding on a new alignment, with new LED screen advertising, which would be angled so that they are more visible in oblique views than the current panels. The digital advertising will display static images which will change no quicker than once per 10 seconds. There will be no animation or moving display features. The screens will measure 12m wide and 3m high. The proposed mural which will occupy the rest of the hoarding is shown to depict a two storey London terrace street scene. The proposal seeks consent to display the advertisements for a temporary period of 12 months.

6. DETAILED CONSIDERATIONS

6.1 Land Use

There are no land use issues which arise from the proposal.

6.2 Townscape and Design

The planning history to this site is important. The very recent advertisement consent which was granted on appeal (14/12262/ADV), allowed for an identical size and location of advertisement screens to that in the current proposal. The difference in the two schemes is that the current proposal has an associated hoarding which depicts a London street scene, whereas the appeal scheme had a River Thames panorama. Also the current proposal seeks consent for 12 months whereas the appeal scheme allowed a display for five years. The reason for the two applications is that when the first application was refused and the appeal lodged, the second (current) application was submitted to try and address some of the concerns with the first application. The appeal outcome was not known at the time this current application was made.

Thus the current proposal is arguably of lesser impact in that the associated mural is more contextual and relates to previous hoardings approved on the site and is for a shorter period of time.

It is acknowledged that the continual use of this site for advertising for many years has had an adverse impact on the character of the area and the objections of the local amenity societies are understandable.

However, as observed by the Inspector in his decision on the recent appeal, the proposal will reduce the number of advertisements on the site from five to two and will introduce a new and tidy hoarding, which would result in an improved appearance of the site.

In the light of this recent appeal decision, it is considered that the current proposals represent an improved proposal and with the presence of new site owners on the horizon, it is hoped that development proposals will be forthcoming in the near future which will see the end of the advertising hoardings to this site.

6.3 Amenity

There are considered to be no adverse impacts on residential amenity.

6.4 Transportation/Parking

This section of the Edgware Road forms part of the Transport for London Road Network (TLRN). Both Transport for London and our own Highways Planning Manager have viewed the proposals and consider that with the suggested conditions, the signage would be acceptable, with no adverse effect on transportation safety. The Planning Inspector in the recent appeal decision also came to the view that while the signage could distract drivers, that the proposal would be acceptable, with the suggested conditions.

6.5 Conclusion

The proposal is considered acceptable and would accord with Policies S25 and S41 of our City Plan and DES 1, DES 8 and TRANS 2 of our UDP.

BACKGROUND PAPERS

1. Application form
2. Response from Paddington Waterways and Maida Vale Society dated 26 May 2015.
3. Memo from Highways Planning Manager dated 26 May 2015.
4. Online comment from St Marylebone Society dated 15 June 2015.
5. E-mail from Transport for London dated 15 June 2015.
6. Appeal decision dated 20 July 2015.

IF YOU HAVE ANY QUERIES ABOUT THIS REPORT OR WISH TO INSPECT ANY OF THE BACKGROUND PAPERS PLEASE CONTACT PAUL QUAYLE ON 020 7641 2547 OR BY E-MAIL pquayle@westminster.gov.uk

DRAFT DECISION LETTER

Address: Development Site At, 285-329 Edgware Road, London, W2 1DH

Proposal: Display of two internally illuminated digital LED (96 sheet) (12m x 3m) advertising units and associated mural.

Plan Nos: T3837 A4 050; T3837 A4 051; T3837 A4 052; T3837 A4 053; T3837 A4 054; T3837 A4 055; standard specification drawing for LED screen; letter from Insite Poster Properties, dated 1 May 2015; e-mail from Ben Porte, Insite Poster Properties, dated 22 June 2015 confirming willingness to accept a 12 month consent.

Case Officer: Tom Burke

Direct Tel. No. 020 7641 2357

Recommended Condition(s) and Reason(s):

- 1 You can display the advert for 12 months from the date of this letter. You must then remove it without delay. (C04AA)

Reason:

The advert is temporary, so under DES 8 of our Unitary Development Plan that we adopted in January 2007, we can only approve it for a limited period. (R04AB)

- 2 The proposed advertising must not have any intermittent light source, moving feature, animation or exposed cold cathode tubing.

Reason:

In the interests of public safety as set out in S41 of Westminster's City Plan: Strategic Policies adopted November 2013 and TRANS 2 and TRANS 3 of our Unitary Development Plan that we adopted in January 2007. (R24BC)

- 3 The luminance levels of the display units shall at no time exceed that recommended by the Institution of Lighting Professionals in their Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements).

Reason:

In the interests of public safety as set out in S41 of Westminster's City Plan: Strategic Policies adopted November 2013 and TRANS 2 and TRANS 3 of our Unitary Development Plan that we adopted in January 2007. (R24BC)

- 4 The change between advertisements displayed via the LED units shall not change more than once every ten seconds.

Reason:

In the interests of public safety as set out in S41 of Westminster's City Plan: Strategic Policies adopted November 2013 and TRANS 2 and TRANS 3 of our Unitary Development Plan that we adopted in January 2007. (R24BC)

- 5 No visual effects of any kind to be permitted to accompany the transition between any two successive messages. The replacement image must not incorporate any fading, swiping or other animated transitional method.

Reason:

In the interests of public safety as set out in S41 of Westminster's City Plan: Strategic Policies adopted November 2013 and TRANS 2 and TRANS 3 of our Unitary Development Plan that we adopted in January 2007. (R24BC)

Insite Proster Properties Ltd
Barton Hill
28 Gloucester Street
Chenchester
Gloucestershire, GL7 2DJ
Tel. 01285 658665 www.insite.co.uk

Notes:
All details existing, unless marked proposed
Original drawing size A4
This drawing should not be taken from this
drawing unless authorised.
Licence number: 100048623

INSITE Ref:
13358

Project

285-315 Edgware Road

London
W2 1DH

Drawing Name

Proposed - View to
North West bound

Drawing Status
PLANNING

Revision
- 28 04 2015 Final Formel Issue

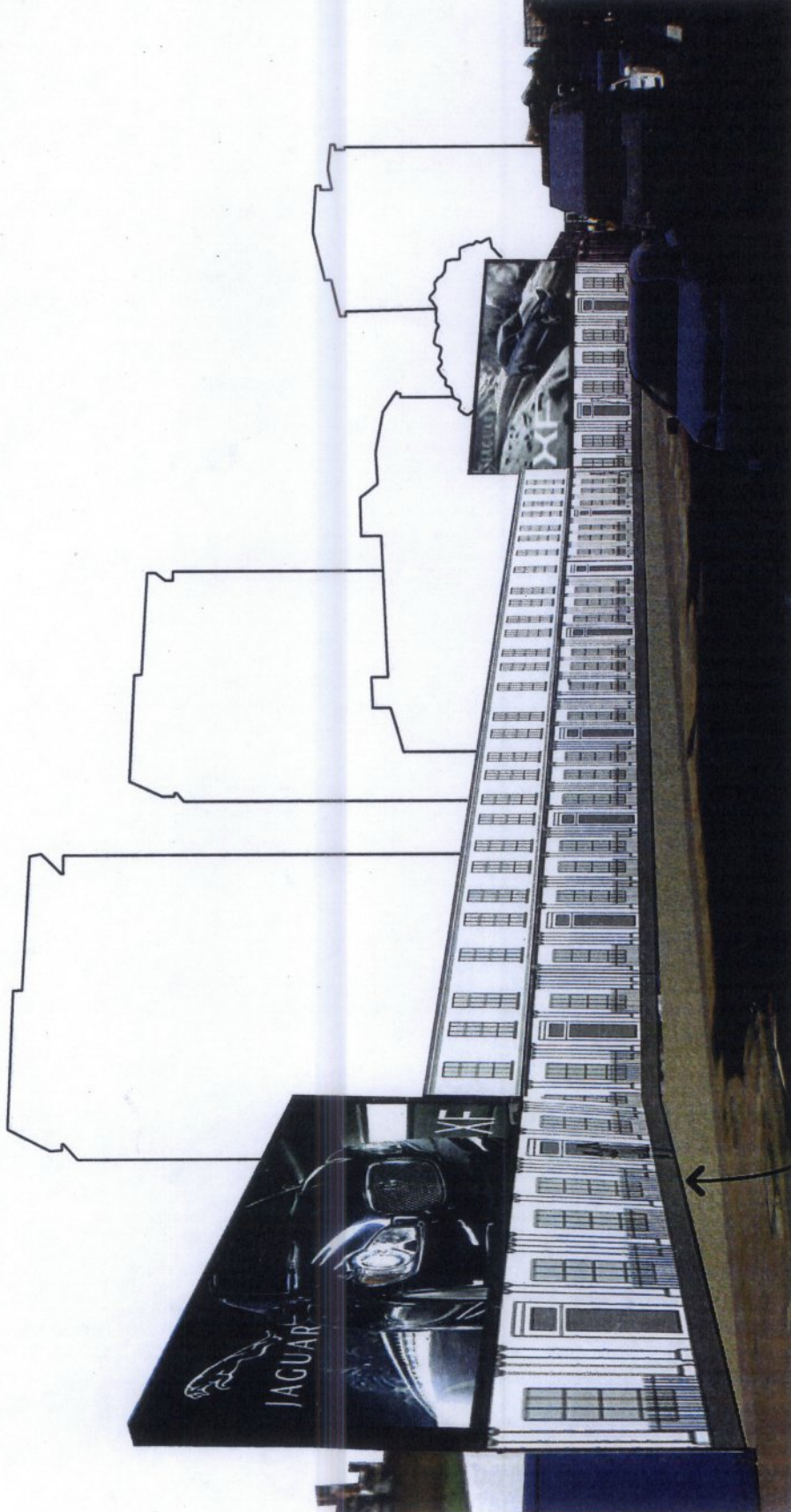
ST

Date
28 April 2015

Drawing Scale @ A4
N.T.S.

Layout ID
T3837 A4 055

Revision



Indicative Mural

INSITE Ref:
13358

Project

285-315 Edgware Road

London
W2 1DH

Drawing Name
Location Plan -
Proposed

Drawing Status
PLANNING

Revision
- 28.04.2015 Final Formal Issue

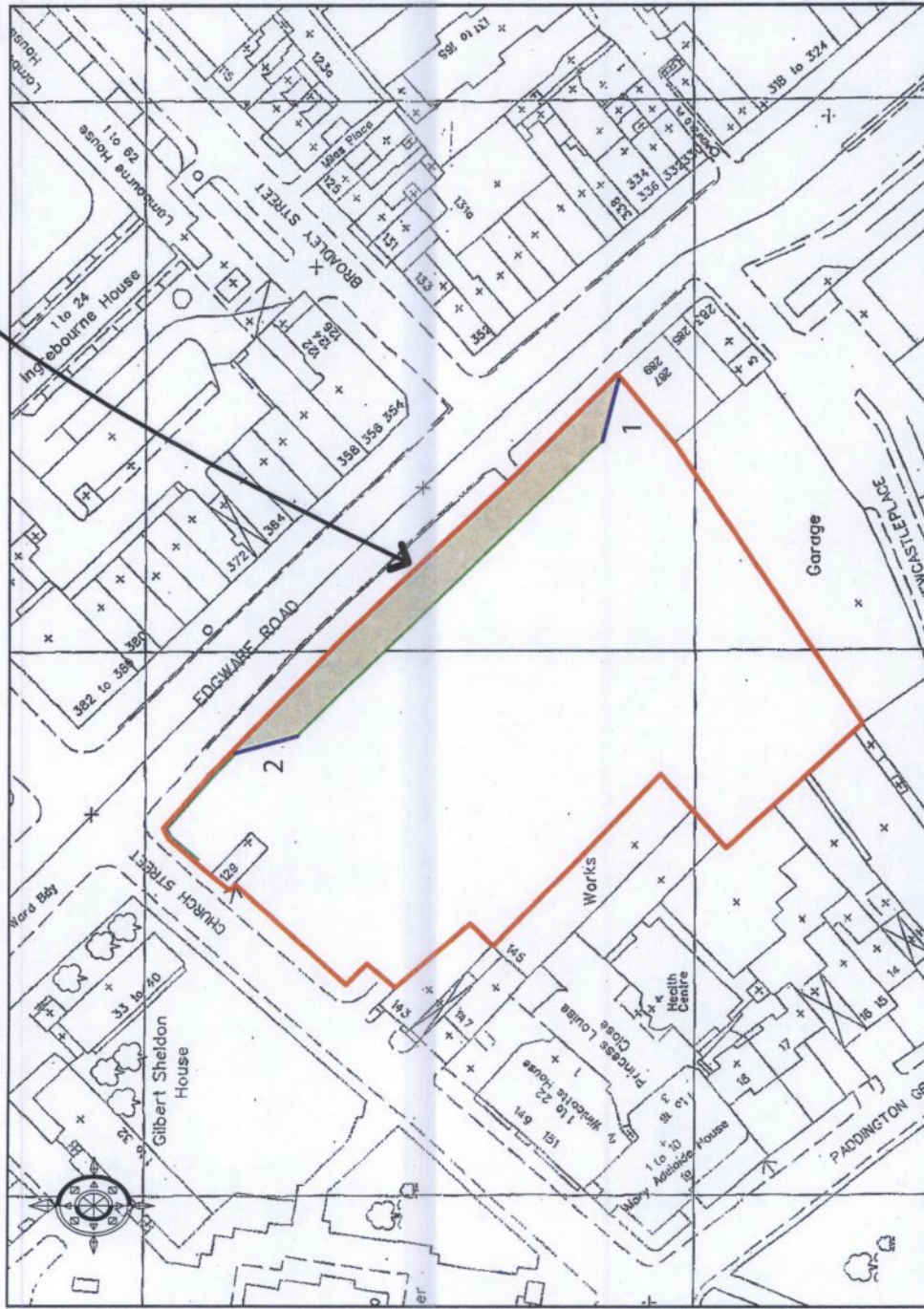
Date
28 April 2015

Drawing Scale @ A4
1:1250

Layout ID
T3837 A4 050

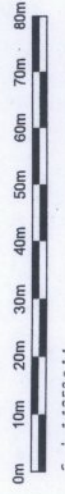


Application Site



KEY

- Proposed Digital Poster Panels
- Existing Fence Mural
- Site Boundary
- Paved Area



Notes:
 - All site markings, unless marked proposed
 - Original drawing size A4
 - Scaled dimensions should not be taken from this
 - drawing unless authorised.
 - Drawing number: 100013358

Site Boundary
 Advert Location